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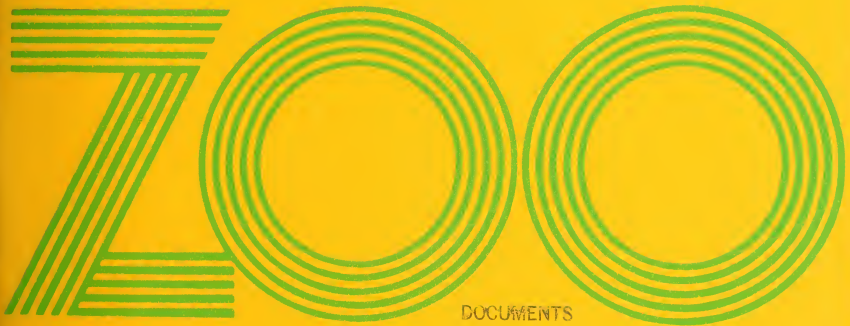
A Plan for the San Francisco



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Visitor Survey

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Visitor Survey

A Plan for the San Francisco Zoological Gardens

prepared and submitted by:

Esherick Homsey Dodge and Davis
architects and planners · san francisco ·30 july 1976

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A primary goal in the design of the Master Plan for the San Francisco Zoo in 1976 is the creation of a zoo that reflects the interests and desires of its visitors. The method we used to learn about the zoo visitor in San Francisco was a four part on-site survey.

We surveyed both adults and children, with long attitude and opinion forms and short statistical forms. Some persons were interviewed while others simply filled out a questionnaire and dropped it in a box. The methods will be described in detail later in this report.

The opinions and needs of all zoo visitors are important for any future development of the Zoo. The data which we collected and analyzed in the following report will provide direction not only for the Zoo Master Plan of 1976, but in the future.

introduction

The "Visitor Survey 1975" was undertaken as part of a data collection effort in preparation of a new Master Plan for the San Francisco Zoo. Three survey formats were used for this Visitor Survey. The purpose was two-fold. One, to obtain the various types of data described below, and two, to gather input from as many different visitors as possible. Surveys were administered on two successive weekends (October 11-12, 1975 and October 18-19, 1975) and on two weekdays (October 20-21, 1975). On weekends, surveys were distributed at both entrances. Docents and volunteers from the San Francisco Zoological Society administered surveys as visitors entered and left the Zoo. People were informed of the Master Plan work and were asked to help with the project. Those who were interested filled out the statistical survey Form A and left it in the survey box. Those who wished to express their opinion of the Zoo as well, took the complete opinion survey Form C and returned it when they left. Other visitors were asked to complete the abbreviated opinion survey Form B before leaving the Zoo. Forms were also available for Zoo and Society staff members.

method

Form A, a statistical information survey, asked questions about education, income, residence, family size, age, sex, racial origin, and mode of transportation to the Zoo. This data was compared to 1970 census information[1], and two previous surveys conducted at the San Francisco Zoo[2,3]. The combined information has been used to chart visitor use patterns, compare the visitor sample to the general Bay Area population, and to develop a profile of the San Francisco Zoo visitor.

Form B, a one-page questionnaire, attempted to poll opinions and attitudes of those Zoo visitors who had only a short amount of time, but wished to contribute.

Form C surveyed visitors attitudes and opinions in a much longer format. Questions ranged from attitudes about the present Zoo to opinions on future change. This information has been an important influence in developing a Master Plan reflective of the needs and desires of Zoo visitors. The interest of the San Francisco Zoo visitors in this project is reflected in their willingness to participate in this survey project.

Form A	
DISTRIBUTED	1000
RETURNED	790
PERCENTAGE	79%
Form B	
DISTRIBUTED	1000
RETURNED	612
PERCENTAGE	61%
Form C	
DISTRIBUTED	850
RETURNED	400
PERCENTAGE	47%

Capsule Results

The Average Zoo Visitor

- spends 2-3 hours at the Zoo (52%)
- comes to the Zoo several times a year (45%)
- arrives by automobile (84%)
- is between 20-40 years old (69%)
- is Caucasian (77%)
- has attended college (57%)
- has an income over $10,000 (64%)
- lives in San Francisco or the Peninsula (55%)

Most Zoo Visitors Want

- to see animals from Africa (67%) and Asia (65%)
- more areas where animals and visitors can mix (81%)
- a nocturnal house (57%) and a reptile or amphibian house (55%)
- more information on animals habitats (66%) and behavioral characteristics (58%)
- a playground in the Zoo (70%) but not necessarily in present location
- a closer relationship between the Zoo and Bay Area schools (84%)
- would like a restaurant overlooking the Zoo (65%)
- would like to be kept aware of educational programs at the Zoo (74%)

Other Results

- Most people have small families with one or two children (41%) or are childless (32%).

- Visitors have mixed opinions of the quality of the exhibits. 49% like all of them while 45% like some but not all of them.

- The food services are used by 68% of the visitors. Most Zoo visitors (78%) feel they are conveniently located, but 52% rate them only fair or poor.

- The Zebra Zephyr is rated very well; questions concerning its quality receive an average of 75% positive response. Only 49% of the visitors have ever ridden it, however.

- Forty nine percent of all Zoo visitors surveyed indicate some educational motivation for coming to the Zoo.

RECREATION AND PARK DEPARTMENT
MCLAREN LODGE, GOLDEN GATE PARK
SAN FRANCISCO, CALIFORNIA 94117

The San Francisco Recreation and Park Commission has retained the consulting firm of Esherick Homsey Dodge and Davis, Architects and Planners, to prepare a master plan for the San Francisco Zoo. We are asking for your cooperation in collecting statistical data to help us in the initial phase of this project. If you have a few minutes to spare, we would appreciate it if you would fill out this form.

1. What time did you arrive at the Zoo today?_____

   What time do you plan to leave?

   _____

2. How often do you visit the San Francisco Zoo?

   ( ) First visit ( ) Several visits a year
   ( ) Once a year ( ) Every few years

3. How did you learn about the San Francisco Zoo?

   ( ) Friend ( ) Advertising
   ( ) Tourist information ( ) Other_____

4. Where do you live?

   ( ) San Francisco (District_____)
   ( ) East Bay ( ) North Bay
   ( ) Peninsula ( ) Within 200 miles
   ( ) Other_____

5. How did you come to the Zoo today?

   ( ) Auto ( ) Public transit
   ( ) Bicycle ( ) Walking
   ( ) Other_____

6. Are you?

   ( ) Female ( ) Male

7. What is your age?

   ( ) under 19 ( ) 40-59
   ( ) 20-39 ( ) 60 and over

8. How large is your family?

   ___Adults ___Children

9. If you care to answer, what is your estimated family income for 1975?

   ( ) under $5,000
   ( ) $5,000-$9,999
   ( ) $10,000-$19,999
   ( ) $20,000 and over

10. If you care to answer, what is your racial origin_____

11. What level of schooling did you complete?

    ( ) Elementary ( ) College
    ( ) High School ( ) Post-Graduate

Today's Date_____

Thank you for sharing this information with us.

Volunteers are nearby with a more detailed survey, designed to collect your opinion about the San Francisco Zoo. Your views are very important in determining the future of the San Francisco Zoo. If you have the time, please also fill out the "opinion survey."

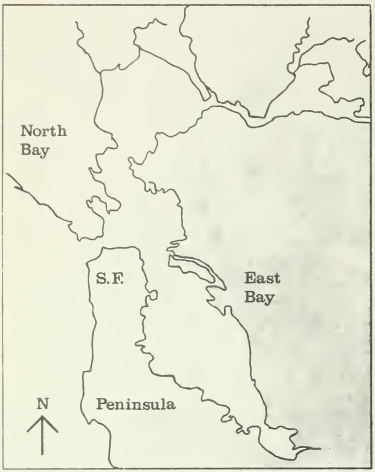
10/7/75

The statistical Form A was administered on each of the survey days. Visitors were asked to fill them out as they entered the Zoo. Completed forms could be left in a Zoo survey box provided at each gate. One thousand forms were dispensed and 790 returned, yielding a 79% return rate. The statistical form was designed to yield a profile of the average Zoo visitor.

Visitors were asked for information on their sex, age, family size, income, race and level of education. This data was compared to data published by the Bureau of the Census for 1970 [1], and to prior surveys conducted at the San Francisco Zoo[2,3]. This information is extremely important to the Zoo planners in determining the role the Zoo will play within the recreational systems of San Francisco, for the people of the entire Bay Area.

form A results

Residence



	N	%
San Francisco	268	34.0
East Bay	108	13.7
Peninsula	167	21.1
North Bay	55	6.9
Within 200 miles	100	12.7
Other	92	11.6
California	(15)	(1.9)
Out of State	(62)	(7.8)
Foreign	(8)	(1.0)

The San Francisco Zoo is a regional Zoo according to the residence figures. 76% of the visitors live in the Bay Area, and 34% live in the City of San Francisco. Figures from 1964 and 1974 reveal a similar percentage of San Franciscans visiting the Zoo.

Year	%
1964	36.3
1974	29.0
1975	34.0

Residency data is significant for future fund raising efforts, decisions affecting Zoo admissions, and establishing a Zoo visitor profile.

Transportation

The automobile is the most popular mode of transportation to the Zoo (84%) and has been for several years.

Q. How did you Come to the Zoo Today?

	Number	Percentage
Auto	664	84.3
Bicycle	4	.6
Public Transit	86	10.9
Walking	22	2.8
Other (Motorcycle, school bus)	9	1.1
NA	3	.3

The eleven year (1964-1975) span produced a significant change in the pattern of automobile and public transit use. Automobile use to reach the Zoo increased 20% and use of public transit decreased 17%.

Introduction to the Zoo

The average Zoo visitor learned about the Zoo through family or friends (42%). Few noted advertising or tourist information as the source (14%).

Q. How did you learn about the San Francisco Zoo?

	Number	Percentage
Friend	285	36.1
Tourist Information	61	7.7
Advertising	50	6.3
Other: (Write in)	353	44.7
Family	50	6.2
Live Here	102	12.8
General Knowledge	39	4.9
Miscellaneous (school, camp, map, signs, bus)	12	1.5
No source given	150	18.9
No Answer	41	5.1

Visitation Patterns

Visitation patterns were determined through questions on frequency of Zoo visits, arrival and departure times and amount of time spent at the Zoo. Most people said they visit the Zoo frequently (45%) and stay for 2 to 3 hours (51.7%).

Visitation Frequency

Most people are repeat visitors to the Zoo (80%).

Q. How often do you visit the San Francisco Zoo?

	N	%
First visit	154	19.5
Once a year	116	14.7
Several visits a year	358	45.4
Every few years	158	20.0
No answer	3	.3

Arrival and Departure

Most people arrive in the late morning (45%) and leave in the mid-afternoon (40%) and spend 2-3 hours at the Zoo (52%).

	Arrive		Depart			Hours	
Time	N	%	N	%*	Hours	N	%*
10:00	42	5.3	-	-	1	50	7.5
10:30	39	4.9	-	-	1.5	129	19.5
11:00	95	12.0	2	.3	2	161	24.2
11:30	121	15.3	6	.9	2.5	72	10.9
12:00	141	17.9	19	2.8	3	111	16.8
12:30	61	7.8	24	3.6	3.5	42	6.3
1:00	35	4.4	54	8.2	4	41	6.2
1:30	56	7.2	41	6.2	4.5	21	3.2
2:00	79	10.0	82	12.4	5	24	3.6
2.30	63	7.9	29	4.3	5.5	7	1.0
3:00	32	4.0	114	17.2	6	5	.8
3:30	20	2.5	49	7.4			
4:00	7	.8	99	15.0			
4:30	-	-	46	6.9			
5:00	-	-	90	13.5			
5:30	-	-	3	.4			
6:00	-	-	6	.9			
NA	-	-	-	-			

* Based on 662 responses. 126 (15.9%) did not fill in their departure time and hours.

Variables that affect the arrival and departure figures are:

. the survey teams began about 10:30
. surveys ran out by: 2 p.m.

Family Size

Visitors are primarily single, or members of small families with 0-2 children (77.6%). The 1970 census lists the median number per household in San Francisco at 2.34.

Q. How large is your family?

Adults	Children	N	%*
1	0	118	16.2
1	1	23	3.1
1	2	18	2.4
1	3	11	1.5
1	4	6	.8
2	0	115	15.8
2	1	114	15.7
2	2	125	17.2
2	3	62	8.5
2	4	44	6.
2	5	16	2.2
2	6	11	1.5
2	7	3	.4
2	8	2	.2
2	9	1	.1
2	10	1	.1
2	11	1	.1
2	12	1	.1
3	0	10	1.3
3	1	7	.9
3	2	5	.6
3	3	3	.4
3	7	1	.1
3	8	1	.1
4	0	7	.9
4	1	2	.2
4	2	2	.2
4	3	1	.1
4	7	1	.1
5	0	1	.1
5	1	1	.1
5	6	1	.1
6	1	1	.1
6	3	1	.1
7	0	1	.1
7	2	1	.1
7	3	1	.1
8	0	1	.1

* Based on 621 respondents. 64 (8%) did not respond.

Income

Family income figures show a sizable number of family incomes below $10,000 (35%), but a higher number between $10,000 and $20,000 (41%). The figures for free days vary insignificantly.

Q. If you care to answer, what is your estimated family income for 1975?

	N	%* Total	% On Free days Only
Under 5,000	78	11.9	13.4
5,000 - 9,999	153	23.5	22.3
10,000 - 19,999	265	40.7	42.3
20,000 and over	155	23.8	22.0
NA	137	17.3	

* Based on 651 respondents. 137 (17.4%) did not respond.

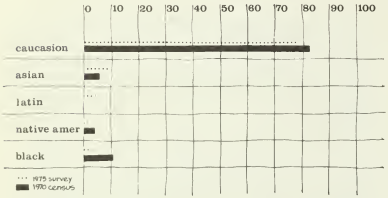
Comparison of the 1975 survey results with the 1974 survey results indicate little change in the economic state of visitors over the past two years.

Ethnic Origin

The Zoo visitors represent an ethnic sample which reflects the population of the Bay Area.

Q. If you care to answer, what is your racial origin?

	N	%*
Caucasian	483	79.4
Asian	51	8.4
Latin	31	5.1
Black	21	3.5
Native American	10	1.6
Racial Mix	12	2.0
No. Answer	182	



The chart above compares the ethnic characteristics of Zoo visitors to the ethnic balance of the Bay Area noted in the 1970 census. This comparison shows a close correlation between population characteristics, except within the Black population. Blacks represent a significantly lower ratio among Zoo visitors surveyed than within the Bay Area population.

Sex

The Zoo attracts an almost equal number of men and women.

Q. Are you	Male		Female	
	N	%	N	%
1975 Total	354	45.0	433	55.0
1975 weekdays	66	44.2	83	55.8
1964	280	48.2	300	51.8

According to the 1970 census 52.4% of San Francisco County residents are female and 47.6% are male. It is worth noting that the male/female ratio did not change significantly for weekday visitors.

Age

Most participants in the survey were young adults (69%). This indicates the age of the survey participants, not necessarily all people who visited the Zoo. Many people under 19 and over 60 did not choose to fill out the surveys.

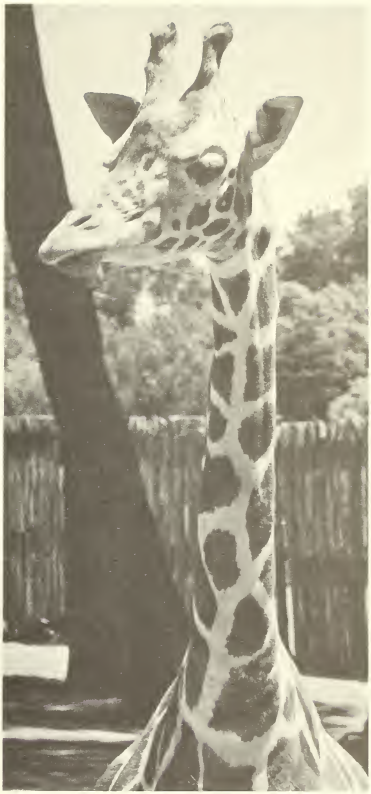
Q. What is your Age?	N	%
Under 19	110	14.0
20 - 39	543	69.0
40 - 59	98	12.5
60 and over	30	3.8

Changes in age group attendance on weekends, weekdays and free days occurred only in the under 19 category and the over 60 category. The visitation rate of those under 19 increased on weekends 3.1%, and 6.2% for those over 60 on weekdays. According to the 1970 census, the median age for San Franciscans is 27.2 years which correlates with the average Zoo visitor's age.

Education

The average Zoo visitor is college educated (57%).

Q. What level of schooling did you complete?	N	%
Elementary	39	4.9
High School	292	37.0
College	325	41.2
Post Graduate	121	15.3
No Answer	14	1.6



Profile of Average Zoo Visitor

THE AVERAGE ZOO VISITOR:

- LIVES IN THE BAY AREA (76%)
- TRAVELS TO THE ZOO BY AUTOMOBILE (84%)
- IS BETWEEN 20-39 YEARS OF AGE (69%)
- IS SINGLE, OR HAS A FAMILY WITH 0 - 2 CHILDREN (73%)
- HAS AN INCOME OF $10,000 OR OVER (65%)
- IS CAUCASIAN (78%)
- IS COLLEGE EDUCATED (57%)

Visitors were asked to fill out this abbreviated visitor interest form before leaving the Zoo. Those who filled out the complete visitor interest form C did not fill out the abbreviated form. One thousand of these forms were distributed and 612 returned, yielding a 61% return rate. This form surveyed visitor interest and use of the Zoo.

RECREATION AND PARK DEPARTMENT
MCLAREN LODGE, GOLDEN GATE PARK
SAN FRANCISCO, CALIFORNIA 94117

The San Francisco Recreation and Park Commission has retained the consulting firm of Eckerick Homsey Dodge and Davis, Architects and Planners, to prepare a master plan for the San Francisco Zoo. We are asking for your cooperation in collecting information about your visit and your preferences. If you have a few minutes to spare, we would appreciate it if you would fill out this form.

1. How would you rate the following features of the Zoo?

	Good	Fair	Poor	No Opinion
Landscaping	( )	( )	( )	( )
Playgrounds	( )	( )	( )	( )
Picnic Facilities	( )	( )	( )	( )
Concessions (food service, rides)	( )	( )	( )	( )

Comments_____

2. What do you think of the animal displays?

( ) I liked all of them
( ) I liked some but not all. Describe_____
( ) No opinion

3. Was the written or graphic information about the exhibits adequate?

( ) Yes
( ) No

4. Did you find your way around the Zoo easily?

( ) Yes
( ) No

5. Was your visit to . . .

( ) tour the Zoo generally?
( ) visit selected animal exhibits? Describe_____

_____

6. During your visit, did you or members of your family use any of the following?

( ) playground ( ) picnic tables ( ) food service
( ) amusement rides ( ) Zebra Zephyr ( ) Zoo Key

7. Would you enjoy having a restaurant at the Zoo that would offer a view of the Zoo during the day and after closing hours?

( ) Yes
( ) No

8. Did your visit to the Zoo:

( ) provide recreation and entertainment?
( ) further your knowledge and interest in wild animals and birds?
( ) further your educational interests?
( ) provide an opportunity to be "away from it all"?

9. Do you have any additional comments?_____

_____

Thank you very much! Today's Date_____

form B results

Use and Rating of Present Zoo Facilities

Visitors were asked to indicate which Zoo facilities they or members of their family used during their Zoo visit.

Facility Use

Q. During your visit, did you or members of your family use any of the following?

	N	%	N*	% Weekends Only
Playground	235	36.3	189	39.9
Amusement Rides	231	37.7	188	39.7
Picnic Tables	132	21.5	97	20.5
Zebra Zephyr	80	13.0	71	15.0
Food Service	419	68.4	328	69.3
Zoo Key	167	27.5	133	17.2
None of the Above	97	15.8	68	14.3

* Of 473 weekend responses

Significant changes in visitor use through the week were shown by an increased use of all the facilities during the weekend. The use of the amusement rides did not decrease significantly on weekdays when all rides but the carousel and train were closed (4% decrease).

Facility Rating

Most people gave a high rating to the landscaping and playground, but gave a mixed rating to the picnic facilities and concessions.

Q. How would you rate the following features of the Zoo?

	Good		Fair		Poor		No Opin		NA	
	N	%	N	%	N	%	N	%	N	%
Landscaping	387	63.2	174	28.5	36	5.8	6	.9	10	1.6
Playground	270	44.2	177	28.9	30	4.9	84	13.8	50	8.2
Picnic Facilities	185	30.2	207	33.8	62	10.1	99	16.1	60	9.8
Concessions (food service, rides)	195	31.8	209	34.2	110	17.9	46	7.5	53	8.6

Comments

The relatively high percentage of "No Opinion" and "No Answer" responses for playground (22%) and picnic facilities (26%) may indicate that many people have never used these facilities.

Recurrent comments about these features were:

- better, more nutritious food needed (20 responses)
- food is too expensive (17 responses)
- inefficient service at concession stands (12 responses)
- too dirty, too much litter (11 responses)
- more bathrooms needed (6 responses)
- more complete lunch facilities needed (5 responses)

Animal Exhibits

The quality of the animal exhibits received a mixed rating.

Q. What do you think of the animal displays?

	N	%
I liked all of them	301	49.2
I liked some but not all	274	44.8
No opinion	19	3.2
No answer	17	2.8

Comments

Recurrent comments about the animal exhibits were:

- some cages are too small (49 responses
- need more open space, natural environment (37 responses)
- drab, sterile, cement environment (24 responses)
- animals look bored, unhappy, frustrated (17 responses)
- too much of a caged image (13 responses)
- animals are not well kept (10 responses)
- more variety of animals needed (6 responses)
- some animals are too far away (5 responses)
- some animals are hard to see (3) responses)
- most exhibits are poor (2 responses)
- some exhibits are crowded (2 responses)
- use more imagination (2 responses)

Educational Information

Most visitors felt the written information was adequate (75%).

Q. Was the written or graphic information adequate?*

	N	%
Yes	456	74.6
No	133	21.8
No Answer	22	3.5

* See Form C results for more complete information.

Directional Information

Few people had trouble finding their way around the Zoo

Q. Did you find your way around the Zoo easily?

	N	%
Yes	511	83.4
No	97	15.8
No answer	5	.8

Only 20% of the visitors were on their first visit which may account in part for the general ease in touring the Zoo. Six people wrote in that hand carried maps were necessary and ten suggested adding more directional signs.

Reason for Visit

Most visitor's interest in the Zoo was general. People seemed to visit the entire Zoo for both recreational and educational enjoyment.

Q. Was your visit to:*

	N	%
tour the Zoo generally	556	91.0
visit selected animal exhibits	46	7.5
no answer	9	1.5

* See Form C results for more complete information.

A visit to the Zoo provided both educational stimulation and recreation for the visitors.

Did Your Visit to the Zoo:

		N	%
1.	provide recreation and entertainment?	140	22.9
2.	further your knowledge and interest in wild birds and animals?	43	7.0
3.	further your educational interests?	6	1.0
4.	provide an opportunity to be "away from it all"?	42	6.8
	#1 and #2	65	10.6
	#1 and #3	3	.4
	#1 and #4	66	10.7
	#2 and #3	11	1.7
	#2 and #4	10	1.6
	#3 and #4	1	.1
	#1,#2 and #3	42	6.8
	#1,#2 and #4	49	8.0
	#2,#3 and #4	4	.6
	All	117	19.2
	No Answer	16	2.6

See Form C for more complete information.

Future Development

A suggested restaurant was very popular among the visitors.

Q. Would you enjoy having a restaurant at the Zoo that would offer a view of the Zoo during the day and after closing hours?

	N	%
Yes	447	73.1
No	124	20.3
No answer	40	6.6

The complete visitor survey polled detailed information on visitor interests and use of the San Francisco Zoo. This form was administered on each of the survey days. People were given this form as they entered and were asked to fill it out as they went through the Zoo. Visitors returned the forms as they exited. 850 forms were distributed and 400 were received, resulting in a return rate of 47%. This form culled detailed information on visitor use and opinions.

COMMISSION
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Recreation and Park Commission
McLAREN LODGE, GOLDEN GATE PARK
SAN FRANCISCO, CALIFORNIA 94117
558-4773

JOHN J. SPRING
General Manager

Dear Visitor:

The San Francisco Recreation and Park Commission has retained the consulting firm of Esherick Homsey Dodge and Davis, Architects and Planners, to prepare a master plan for the San Francisco Zoo. To collect the necessary information for this plan, the Consultant must investigate many kinds of activities which go on at the Zoo. One very important activity deals with visitor interest.

In order to determine your opinion about the Zoo, our Consultant is conducting this survey. In developing the plan for the future, we want to reflect your preferences. We know that people come to zoos for many different reasons. What is yours? What do you like or dislike? We need your opinion.

Please take a few minutes of your time during your visit to complete the attached survey form. If you have any additional comments or suggestions, please make them on the back of the questionnaire. When you have completed the form, just drop it into one of the survey boxes provided near the exit gates. Your cooperation will be appreciated. Your opinion does count.

Thank you,

John J. Spring

form C results

Form C

Today's Date_____

We want to make the Zoo a safe and comfortable "home" for the animals and a pleasant environment for the Zoo visitor.

1. We are interested in what makes an exhibit popular. Since many things affect exhibit popularity, we want you to list the exhibits that you:

Find most entertaining_____ Why_____

_____

Find most educational_____ Why_____

_____

Find have the most pleasant environment_____

_____

Why_____

2. Everyone comes to the Zoo with certain ideas about the type of animal they would rather see. Please rate the following ANIMAL TYPES by checking one of the boxes provided for each type. The rating scale is from 1 to 5. For example, use Column 1 for those animals you would want to see the most; for those animals you would like to see the least, check the box in Column 5. If you have an opinion somewhere between "most" and "least," please check one of the boxes under Colums 2, 3 and 4.

ANIMAL TYPES

By Region	1	2	3	4	5
a. North American (Mountain Lion, Grizzly Bear, Eagle, Buffalo, Coyote, etc.)	( )	( )	( )	( )	( )
b. Pacific Coast (Sea Lion, California Quail, Polar Bear, Mountain Beaver, Oregon Junco, etc.)	( )	( )	( )	( )	( )
c. Africa (Lion, Elephant, Giraffe, Cheetah, Gazelle, Zebra, Ostrich, etc.)	( )	( )	( )	( )	( )
d. Asia (Tiger, Elephant, Panda Bear, etc.)	( )	( )	( )	( )	( )
e. Australia (Kangaroo, Wallaby, Koala Bear, Kiwi, etc.)	( )	( )	( )	( )	( )
By Behavior	**1**	**2**	**3**	**4**	**5**
f. Birds of Prey (Hawk, Stork, Buzzard, Kite, Eagle, Falcon, etc.)	( )	( )	( )	( )	( )
g. Climbing Animals (Monkey, Squirrel, Raccoon, Wild Cats, etc.)	( )	( )	( )	( )	( )
h. Odd-Shaped Animals (Hippopotamus, Gibbon, Rhinoceros, Walrus, Anteater, Porcupine, etc.)	( )	( )	( )	( )	( )
i. Clowns (Bears, Sea Lion, Orangutan, Chimpanzee, etc.)	( )	( )	( )	( )	( )
j. Burrowing Animals (Mole, Rabbit, Prairie-dog, Snake, Rat, etc.)	( )	( )	( )	( )	( )
k. Grazing Animals (Deer, Antelope, Gazelle, Buffalo, Giraffe, Zebra)	( )	( )	( )	( )	( )
l. Scavengers (Vulture, Hyena, Condor)	( )	( )	( )	( )	( )
m. Wallowers (Swine, Hippopotamus, Elephant)	( )	( )	( )	( )	( )
n. Noctural Animals (Bat, Owl, Armadillo, Badger)	( )	( )	( )	( )	( )

3. Although most animals at the Zoo are dangerous when in contact with humans, some animals are quite tame and even enjoy human attention. Would you like to see open areas where humans and selected animals can mix?

( ) yes

( ) no

Comments_____

4. Do you think that the Zoo should offer a children's playground in addition to animal exhibits?

( ) yes

( ) no

Comments_____

5. Some picnic facilities are available throughout the Zoo. Should the Zo offer picnic facilities?

( ) yes

( ) no

Comments_____

6. Should the playground and the picnic facilities be located near each other?

( ) yes

( ) no

Comments_____

7. Do you think that the concession facilities . . .

Yes	No	
( )	( )	a. are needed in more places throughout the zoo?
( )	( )	b. are located in convenient areas?
( )	( )	c. have enough tables?
( )	( )	d. should have indoor dining space?
( )	( )	e. other_____

8. Do you think that your visit to the Zoo would be enhanced by a restaurant which overlooks the Zoo, offering a view of the Zoo during the day and after closing hours? It could be modeled after the "Tree Tops" in Kenya.

( ) yes

( ) no

9. If you rode the Zebra Zephyr, or if you have taken it before, did the ride . . . (check as many as you wish)

Yes	No	
( )	( )	a. live up to your expectations?
( )	( )	b. supply you with interesting information about the Zoo and the animals?
( )	( )	c. travel the route you wanted to see?
( )	( )	d. did you learn something about animals that you didn't know before?

10. Some other zoos offer admission packages which entitle you to use of some, most or all of the extra fee facilities (for example, the Zebra Zephyr and Children's Zoo). Would you be in favor of some system like this at the San Francisco Zoo?

( ) yes

( ) no

11. What was your principal reason for coming to the Zoo today (or for bringing your family or friends to the Zoo?)

( ) a. recreation and entertainment

( ) b. increase your knowledge about animals

( ) c. educational interests

( ) d. an opportunity to be "away from it all."

12. Were you satisfied with the written information about the animals in each exhibit?

( ) yes

( ) no

13. Did you purchase a "Zoo Key"?

( ) yes

( ) no

14. If "yes" were you satisfied with that information?

( ) yes

( ) no

15. If additional information about the animals were presented at each exhibit, which would interest you most? (please rank 1 most, 6 least)

( ) a. their habits

( ) b. their natural habitats

( ) c. their prey-predators

( ) d. data on individual animals

( ) e. the behavior characteristics of their social groups

( ) f. other_____

16. What mode of presentation do you feel is the most informative and easiest to understand? (check as many as you wish)

( ) a. graphics, graphs, charts and diagrams

( ) b. written descriptions

( ) c. spoken descriptions (turned on by the Zoo Key)

( ) d. guided tours (Zebra Zephyr)

( ) e. guided walking tours

17. Would you spend more time in front of each exhibit if information about the animals's habits was posted (for example, characteristic behavior to watch for)?

( ) yes

( ) no

18. Was your visit to . . .

( ) tour the Zoo generally?

( ) visit selected animal exhibits? Describe_____

19. Briefly describe your specific interest at the Zoo._____

_____

_____

20. Would you like to be kept aware of educational programs at the Zoo?

( ) yes

( ) no

21. What additional exhibits or activities would you like to see at the Zoo? (check as many as you wish)

( ) a. a nocturnal house

( ) b. a reptile and amphibian house

( ) c. a walk-through aviary

( ) d. a book store/gift shop

( ) e. a museum

( ) f. a library

( ) g. guided walking tours

( ) h. other_____

22. Do you think that there should be a closer relationship between schools and the Zoo?

( ) yes

( ) no

Comment_____

23. Should the Zoo serve as an educational resource center to the schools, along with being a place for field trips?

( ) yes

( ) no

Comment_____

10/7/75

Animal Exhibits

Evaluation

It is important for any future development of the Zoo to determine which exhibits people prefer and why. People were asked to name the exhibits they found most educational, most entertaining and to have the most pleasant environment. They were also asked which animals they prefer to see. Visitors then rated the popularity of animals according to both the animals' geographic origin and their characteristic behavior.

Exhibit Popularity

Exhibits are popular for many reasons. People enjoy some exhibits because they are educational, other exhibits because they are entertaining, and still others, because they offer a pleasant environment. Primate exhibits were chosen overwhelmingly as the most educational (36%) and the most entertaining (49%).

Q. We are interested in what makes an exhibit popular. Since many things affect exhibit popularity, we want you to list the exhibits you find the most entertaining, most educational and to have the most pleasant environment.

Most Educational_____
Why_____
Most Entertaining_____
Why_____
Most Pleasant Environment_____
Why_____

Most Educational

Most people voted primates the most educational family type (36%), and also rated Zoo services as an important contribution to the educational quality of the Zoo (20%).

Most Educational

	N	%*
primates	78	35.7
services	43	19.7

Because of

humanlike quality	30	13.7
behavior - intelligence	24	11
social groups	21	9.8
most unusual	13	6.0
environment	11	5.0
physical characteristics	6	2.7
miscellaneous	15	6.8
no reason given	55	25.2

*Based on 218 responses, 178 (44.9%) did not respond

Category	Exhibit	N	
Services	zebra zephyr	7	
	story boxes	11	
	children's zoo	14	
	endangered species markers	2	
	signs	5	
	learning tree, talking to keepers, lectures on animals, train	1 ea.	
	Total	43	19.7%
Humanlike	monkeys	15	
	big apes	2	
	gorilla	7	
	primates	4	
	chimp, orang-utan	1 ea.	
	Total	30	13.8%
Behavior - Intelligence	gorilla	6	
	apes	2	
	monkeys	2	
	cat feeding	3	
	all	2	
	chimps, primates, tiger feeding, seals, most entertaining, sea lions, bear, peacock, big cats	1 ea.	
	Total	24	11.0%
Behavior in Social Groups	gorilla family	8	
	monkey island	2	
	primates	2	
	babies	2	
	small primates, family groups, bears, large groups	1 ea.	
	Total	18	8.8%
Most Unusual - Rare	tropical birds	2	
	rare birds	2	
	tree kangaroo	2	
	all rare	3	
	aviary, lesser panda, hoofed animals, emu	1 ea.	
	Total	13	5.9%
Environment	aviary - find species	3	
	orang-utan playground	2	
	monkey island	2	
	all in natural environment, gorilla, gibbons, elephants	1 ea.	
	Total	11	5.0%
Physical Characteristics	seals - black teeth, lions'beauty, tigers' beauty, giraffe muscles, giraffe 7 bones in neck, elephants - diff. between Asian and African	1 ea.	
	Total	6	2.7%
Miscellaneous	bird variety	3	
	none - poor presentation	7	
	African, all, new aviary, people tormenting animals, cameloids affect on South American culture	1 ea.	
	Total	15	6.9%
No Reason Given	gorilla	6	
	cats	2	
	lions	4	
	birds	3	
	all	24	
	monkey	6	
	most	2	
	human contact, vanishing species, orang-utan, all non-domestic, seal, apes, bear, elephant	1 ea.	
	Total	55	25.2%

Most Entertaining

Active or amusing animals were most frequently chosen as most entertaining (39%). The most entertaining family groupings were the primates (49%).

Most Entertaining	N	%*
primates	154	48.5
marine mammals	42	13.2
big cats	16	5.0

Because of:	N	%*
activity or amusing behavior	123	38.8
feeding (watch scheduled or participate in)	31	9.7
nice environment	24	7.5
social or family groups	21	6.6
humanlike quality	20	6.3
relate to visitors	14	4.4
physical appearance	14	4.4
personalities	9	2.8
visitors can be close to them	7	2.2
miscellaneous	17	5.3
no reason given	37	11.6

* Based on 317 responses. 79 (19.9%) did not respond.

A breakdown of responses is:

Category	Exhibit	N	
Active-Amusing	monkeys	46	
	seals	14	
	gorilla	11	
	chimps	8	
	bears	7	
	siamang	6	
	apes	5	
	gibbons	5	
	sea lions	4	
	elephant	4	
	primates	3	
	sea otters	2	
	llama, kangaroo, lion, cats, aviary, all babies, all active and family groups	1 ea.	
	Total	123	38.8%
Feeding	lions	13	
	* seals	9	
	cats	2	
	tigers	3	
	giraffe, *llama, active animals, *bears	1 ea.	
	Total - viewing regular feeding	20	
	* Total - visitors participating in feeding	11	
	Total	31	9.8%
Personality	gorilla	3	
	monkey, ape, orang-utan, bears, lions, elephant	1 ea.	
	Total	9	2.8%
Behavior in Social Groups	gorilla	8	
	monkey	2	
	all with babies	3	
	orang-utan, Colobus monkeys, siamang, gibbons, monkey island, all in natural groupings, bears, Barbary sheep	1 ea.	
	Total	21	6.6%
Physical Appearance	big cats - color, power, sexy	3	
	monkeys - cute	2	
	lions - growl, tigers - beautiful, giraffe - tongue, hippos - size, elephant - size, bears - cuddly, sea lions - healthy, all - cute, birds - beauty	1 ea.	
	Total	14	4.4%
Humanlike	gorilla	5	
	primates	3	
	monkeys	9	
	apes, orang-utan, chimp	1 ea.	
	Total	20	6.3%
Nice Environment	monkey island	5	
	aviary	5	
	seals	2	
	all in natural environment	2	
	apes	2	
	sea lions, hippo, fallow deer, gorilla duck pond, llama, elephant, cats - tigers	1 ea.	
	Total	24	7.6%
Miscellaneous	Children's Zoo - close to animals	7	
	those rarely see	2	
	personal interests	3	
	train and rides - fun	3	
	gentle jungle show - humor, love, African - photography, apes - interesting, deer - like wild animals, zebra - like wild animals, baboons - wonder about wild state, people - most bizarre	1 ea.	
	Total	15	4.7%
No Reason Given	lions	4	
	primates	2	
	orang-utans	2	
	monkeys	6	
	bears	3	
	elephants	2	
	Children's Zoo	5	
	sea lions	2	
	all	4	
	tigers, cats, gibbons, apes	1 ea.	
	Total	37	11.7%
Relate to Visitors	gorilla	2	
	seals	8	
	monkeys, ape, gibbons, Children's Zoo animals	1 ea.	
	Total	14	4.4%

Best Environment

Most people enjoyed seeing animals in a natural setting (47%). They also liked exhibits with space, a sense of freedom and animal toys (24%). Exhibits frequently noted for their pleasant environment were the aviary and birds (19%), the hoofed animal area (12%) and the African area (12%).

Best Environment	N	% *
fowl	62	19.1
hoofed	38	11.7
African	38	11.7
Because of		
most natural	151	46.6
most space, freedom and animal toys	78	24.0
bad environment	13	4.0
comfort for humans	10	3.0
miscellaneous	16	4.9
no reason given	56	17.2

* Based on 324 responses. 72 (18.1%) did not respond.

Category	Exhibit	N
Most Natural Environment	deer	8
	fallow deer	4
	antelope	2
	bison	2
	hoofed animals	8
	giraffe	6
	rhino	2
	African animals	3
	zebra	2
	seal	5
	sea lions	2
	otter	2
	monkey island	10
	aquatic birds	10
	aviary	15
	birds	9
	all in natural environment	14
	bears	5
	Asiatic elephant	12
	Children's Zoo	2
	moose, elk, camel area, nilgai, lion, plains animals, polar bear, gorilla, siamang, all like San Diego wild life, all wooded areas, Asian, ostrich, wallaroo	1 ea.
	Total	151
Most Space, Freedom, Animal Toys	aviary	3
	birds	6
	chickens, peacocks	2
	monkey island	18
	orang-utan	8
	gorilla	2
	seals	4
	antelope	2
	deer	5
	African area	4
	elephants	3
	lions	2
	all open spaces	9
	whole zoo	3
	Children's Zoo	2
	hippo, rhino, llama, bear, squirrel	1 ea.
	Total	78
Bad Environment	cats	2
	too much cement	2
	bleak, barren	2
	need more co-mingling, more room, all should be on earth, need improvement, all look sick, dirty	1 ea.
	Total	13
Comfortable for Humans	monkey island	2
	aviary	3
	area around cafe	2
	Children's Zoo, duckpond, sea lion feeding	1
	Total	10
Miscellaneous	aviary - warm	2
	contact in Children's Zoo	7
	flamingo pond - colorful, all in family groups, chimp remodel, good environment compared to Los Angeles and San Diego, seals - a show, all good but Children's Zoo, snack bar-food	1 ea.
	Total	16
No Reason Given	aviary	5
	birds	4
	giraffe	6
	zebras	3
	African area	2
	cat grotto	2
	seal	4
	antelope	2
	Children's Zoo	4
	monkey island	9
	gorilla	2
	all	4
	peacock, elephant, bear, deer, babies, indoor exhibits, gardens, play area, orang-utan	1 ea.
	Total	56

Animal Popularity

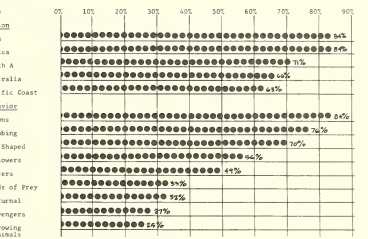
People were asked to rate the popularity of animals by their regional and behavioral type. The most popular (above 50% rating in column #1) animal types were; Asian (67%), African (65%), clowns (64%), and climbing animals (50%).

Q. Everyone comes to the Zoo with certain ideas about the type of animal they would rather see. Please rate the following ANIMAL TYPES by checking one of the boxes provided for each type. The rating scale is from 1 to 5. For example, use Column 1 for those animals you would want to see the most; for those animals you would like to see the least, check the box in Column 5. If you have an opinion somewhere between "most" and "least", please check one of the boxes under Column 2, 3 and 4.

By Region	1	2	3	4	5	NA	
North American (Mountain Lion, Grizzly Bear, Eagle, Buffalo, Coyote, etc.)	47.2	23.7	17.9	8.2	2.1	.6	%
	155	78	59	27	7	2	N
Pacific Coast (Sea Lion, California Quail, Polar Bear, Mountain Beaver, Oregon Junco, etc.)	36.2	26.5	21.6	8.8	4.8	1.2	%
	119	87	71	29	16	4	N
Africa (Lion, Elephant, Giraffe, Cheetah, Gazelle, Zebra, Ostrich, etc.)	64.6	18.9	8.2	2.7	1.8	3.3	%
	212	62	27	9	6	11	N
Asia (Tiger, Elephant, Panda Bear, etc.)	67.3	16.4	7.6	3.6	2.4	2.1	%
	221	54	25	12	8	7	N
Australia (Kangaroo, Wallaby, Koala Bear, Kiwi, etc.)	43.5	22.2	17.6	7.9	5.4	2.7	%
	143	73	58	26	18	9	N
By Behavior							
Birds of Prey (Hawk, Stork, Buzzard, Kite, Eagle, Falcon, etc.)	16.4	16.4	26.8	15.5	20.7	3.6	%
	54	54	88	51	68	12	N

By Behavior (cont'd)	1	2	3	4	5	NA	
Climbing Animals (Monkey, Squirrel, Raccoon, Wild Cats, etc.)	50.3	25.3	15.5	5.4	1.5	1.8	%
	165	83	51	18	5	6	N
Odd-Shaped Animals (Hippopotamus, Gibbon, Rhinoceras, Walrus, Anteater, Porcupine, etc.)	44.5	25.9	17.9	4.8	2.4	4.2	%
	146	85	59	16	8	14	N
Clowns (Bears, Sea Lion, Orang-utan, Chimpanzee, etc.)	64.3	19.2	9.1	1.5	2.7	3.3	%
	211	63	30	5	9	11	N
Burrowing Animals (Mole, Rabbit, Prairie-dog, Snake, Rat, etc.)	9.7	15.5	25.6	22.8	20.7	4.5	%
	32	51	84	75	68	15	N
Grazing Animals (Deer, Antelope, Gazelle, Buffalo, Giraffe, Zebra)	27.1	22.2	28.9	11.8	4.8	4.8	%
	89	73	95	39	16	16	N
Scavengers (Vulture, Hyena, Candar)	11.2	15.8	26.5	20.7	21.6	3.9	%
	37	52	87	68	71	13	N
Wallowers (Swine, Hippopotamus, Elephant)	30.4	25.3	23.1	12.5	4.5	3.6	%
	100	83	76	41	15	12	N
Nocturnal Animals (Bat, Owl, Armadillo, Badger)	15.5	16.7	23.7	20.7	18.5	3.9	%
	51	55	78	68	61	13	N

POPULARITY OF ANIMAL TYPES *



*Percentages derived by combining ratings in columns 1 and 2, previous page

The graph above compares the popularity of the animal type. It is interesting that nocturnal animals rank 12th on this poll, but a nocturnal house is the most popular additional exhibit chosen by the visitors.

Additional Facilities and Exhibits

Q. What additional exhibits or activities would you like to see at the Zoo? (Check as many as you wish.)

	N	%
a. a nocturnal house	225	56.8
b. a reptile amphibian house	218	55.0
c. a walk-through aviary	184	46.4
d. guided walking tours	168	42.4
e. a museum	159	40.1
f. a library	94	23.7
g. a book store/gift shop	88	22.2

Six people who checked the book store/gift shop specified no gift shop.

Q. Although most animals at the Zoo are dangerous when in contact with humans, some animals are quite tame and even enjoy human attention. Would you like to see open areas where humans and selected animals can mix?

	N	%
Yes	321	81.0
No	67	16.9
No Answer	7	1.7

Most visitors reacted positively to the idea of an animal contact area (81%).

Comments on this question were:

Yes, if well supervised (36 responses)
Yes, contact with animals is educational and beneficial to humans (17 responses)
Yes, if it gives the animals more room (18 responses)
Yes, but only in the Children's Zoo (5 responses)
No, the animals would be open to too much possible abuse (15 responses)

Information Sources

Current information sources were rated well, although people indicated that more information would be appreciated.

Written Information

Q. Were you satisfied with the written information about the animals in each exhibit?

	N	%
Yes	229	57.8
Mediocre (write in)	4	1.0
No	151	38.1
No Answer	12	3.1

This question was also asked on Form B.

Generally, the comments indicate that improvements are needed in the written or graphic information:

yes, but more information is needed (8 responses)
no, some were missing (19 responses)
no, some were too hard to find (6 responses)

Combined Figures (Form B & Form C)

	N	%
Yes	685	68.1
Mediocre (write in)	5	.4
No	264	28.2
No answer	52	3.3

Zoo Key

Less than half the visitors (45.1%) bought or already had zoo keys. Those with keys were satisfied with the information (73%).

Q. Did you purchase a "zoo key"?

	N	%
Yes	137	34.6
Have one (write in)	42	10.6
No	207	52.2
No answer	9	2.2

Q. If "yes" were you satisfied with that information?

	N	%
Yes	152	75.2
Mediocre (write in)	7	3.5
No	43	21.3

* Based on 202 responses. 188, or 48.2% did not respond.

Some comments were: Many of the boxes were broken; the information is mediocre; some of the information is out of date.

Presentation of Animal Data

Most people were interested in learning more about the animals. They said they would spend more time in front of the exhibits if information was posted on the animals' behavior characteristics, especially on the animals' habits. Most people preferred the present models of information dissemination (zoo key and written plaques) over guided tours and graphics.

Behavioral Information

Most people were interested in animals' habits (66%) and their behavior in social groups (58%).

Q If additional information about the animals were presented at each exhibit, which would interest you most? (Please rank 1 most, 6 least.)

		1	2	3	4	5	6	
a	their habits	42.0	29.5	15.8	9.1	1.6	2.0	%
		101	71	38	22	4	5	N
b	their natural habitat	22.0	17.9	28.7	19.5	10.4	1.2	%
		53	43	69	47	25	3	N
c	their prey-predators	10.4	14.1	15.0	25.0	33.7	2.3	%
		25	34	36	60	81	8	N
d	data on individual animals	20.4	12.9	10.8	20.4	32.5	3.7	%
		49	31	26	49	78	9	N
e	the behavior characteristics of their social groups	37.0	25.0	17.0	10.0	8.4	2.6	%
		89	60	41	24	20	6	N

Based on 240 ranked responses.

		Yes	No	
a	their habits	56.8	43.2	% *
		75	57	N
b	their natural habitat	50.0	50.0	%
		66	66	N
c	their prey/predators	35.6	64.3	%
		47	85	N
d	data on individual animals	50.0	50.0	%
		66	66	N
e	the behavior characteristics of their social groups	66.6	33.3	%
		88	44	N

Based on 132 responses that were checked, not rated. Some people checked their favorite information rather than rating it.

Based on the combined figures, people are most interested in:

the animals':	habits	66%
	the behavior characteristics of their social groups	58%
the animals':	natural habitat	45%
	data on individual animals	40%
	the animals' prey/predators	29%

Other information that visitors suggested was:

mating, gestation and reproduction (7 responses)
longevity (4 responses)
the animals place in the ecological system (4 responses)
how they came to live at the zoo (4 responses)
the impact of man on each animal and how it can be reversed (3 responses)
dietary requirements (3 responses)

Q. Would you spend more time in front of each exhibit if information about the animals' habits was posted (for example, characteristic behavior to watch for?)

	N	%
Yes	340	86.3
No	47	12.0
No answer	6	1.7

Most people express interest in the information dispensed at each exhibit. They are most interested in information on animal behavior and habits, and they prefer modes of presentation that do not entail group participation and time restrictions.

Mode of Presentation

Q. What mode of presentation do you feel is the most informative and easiest to understand? (Check as many as you wish.)

	N	%
a. graphics, graphs, charts and diagrams	158	39.8
b. written descriptions	209	52.7
c. spoken descriptions	215	54.2
d. guided tours (Zebra Zephyr)	111	28.0
e. guided walking tours	169	42.6
No answer	7	1.8

Visitors' opinions concerning Zoo facilities, other than animal displays, were polled. These questions are important to a Master Plan to determine space allocations for non-exhibit use. People expressed an interest in a children's playground, picnic facilities, a restaurant and an admission package. They were not interested in expanding the concession facilities.

zoo facility popularity and visitor use patterns

Playground

Q. Do you think the Zoo should offer a children's playground in addition to animal exhibits?

	N	%
Yes	276	69.6
No	102	25.7
No answer	15	3.7

Comments

Comments centered on the positive impact of a play break on children. Many visitors thought children enjoy their visit more if they have an opportunity to play:

Yes:
children have short attention spans (11 reponses)
children need to burn off energy (9 responses)
on a long day, parents can rest while kids play (9 responses)
the present one is adequate (7 responses)
only if there is room (6 responses)
get rid of all rides but the carousel (5 responses)

No:
there are many playgrounds in the city (12 responses)
use the space and money for the animals (7 responses)
that isn't a part of the Zoo's function (6 responses)
it is not an amusement park (5 responses)

Picnic Facilities

Q. Some picnic facilities are available throughout the Zoo. Should the Zoo offer picnic facilities?

	N	%
Yes	334	85.0
No	45	11.5
No answer	14	3.5

The comments on the question about picnic facilities indicate that people like to relax during a long visit and enjoy good food and a beautiful spot:

Comments

Yes:
it's a good place to relax on a long day at the Zoo (18 responses)
keep food from animals (12 responses)
cheaper, better food from home (7 responses)
needs lots of trash cans to control litter (5 responses)
in a beautiful environment (5 responses

No:
too much litter (5 responses)

Q. Should the playground and picnic facilities be located near each other?

	N	%
Yes	284	77.7
Both (write in)	11	2.7
No	77	19.4
No answer	24	6.0

* Based on 372 responses.

Most comments are based on the convenience of this arrangement:

Comments

if there is a playground (7 responses)
Yes: kids can play while parents eat (6 responses)
it would be convenient (6 responses)
sure (4 responses)
have some together, some separate (4 responses)

No: there shouldn't be a playground (7 responses)
can't relax with kids around (6 responses)

Food Service

The present concession facilities are generally seen as convenient, but visits would be enhanced by a restaurant.

Concession Facilities

Q Do you think that the concession facilities

		Y	N	N.A.	
a	are needed in more places throughout the Zoo?	26.2 103	64.4 253	9.4 37	% N
b	are located in convenient areas?	78.1 307	10.3 41	11.6 46	% N
c	have enough tables?	45.4 179	39.8 156	14.8 59	% N
d	should have indoor dining space?	53.2 211	38.8 154	8.0 32	% N

Comments

Most comments centered on the quality of the concessions, not on their convenience:

need better quality food (20 responses)
food prices should be lower (8 sponses)
needs better service (4 responses)
get rid of the concessions (4 responses)

Restaurant

Q. Do you think that your visit to the Zoo would be enhanced by a restaurant which overlooks the Zoo, offering a view of the Zoo during the day and after closing hours? It could be modeled after the "Tree Tops" in Kenya.

	N	%
Yes	256	64.6
No	128	32.3
No answer	10	2.5

This question was also asked on Form B.

Combined Results (Forms B and C)

	N	%
Yes	703	70.0
No	252	25.0
No answer	50	5.0

The comments reflect the enthusiastic reception the restaurant received.

Comments

Yes:
great idea (16 responses)
good source of income (7 responses)
if reasonable prices (6 responses)
if the food is good (4 responses)

No:
spend the money on animal exhibits (6 responses)
it would be too expensive (3 responses)
the animals deserve a break (2 responses)

Zebra Zephyr

The Zebra Zephyr was rated well, but less than one-half of the visitors have ridden it.

Q. If you rode the Zebra Zephyr, or if you have taken it before, did the ride.....(check as many as you wish).

		Yes	No	N.A.*	
a.	live up to your expectations?	69.3	23.3	7.4	%
		131	44	14	N
b.	supply you with interesting information about the Zoo and the animals?	88.3	10.6	1.1	%
		166	20	2	N
c.	travel the route you wanted to see?	70.7	20.2	9.1	%
		133	38	17	N
d.	did you learn something about animals that you did not know before	78.2	19.1	2.7	%
		147	36	5	N

* Percentages based on 188 responses. 208, or 50.7% did not respond.

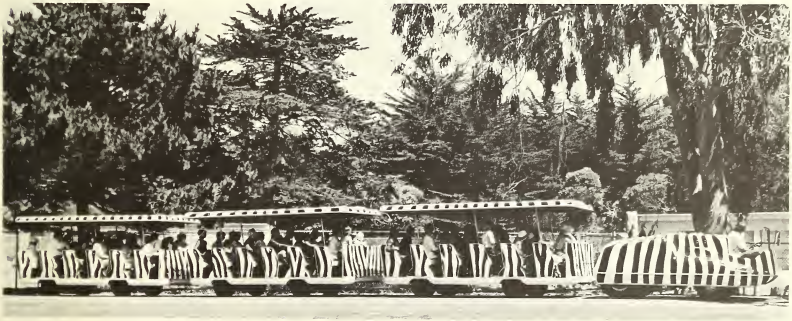
The only criticism of those who rode the Zebra Zephyr was that it was too fast (4 responses). Five of those who did not answer the questions said that it was offensive.

The Zebra Zephyr might be used more generally if it were included in an admission package. Most people (58%) said they favored an admission package.

Q. Some other zoos offer admission packages which entitle you to use of some, most or all of the extra fee facilities (for example, the Zebra Zephyr and Children's Zoo). Would you be in favor of some system like this at the San Francisco Zoo?

	N	%
Yes	227	58.0
No	141	36.1
No answer	23	5.9

Eight people stipulated yes, only if it were optional, and two thought it would be a good source of revenue. Five people responded negatively because they want to keep the admission low and commercialism out of the Zoo.



Summary: Opinions on Visitor Facilities

Concession Information

63.8% think concession facilities are not needed in more places throughout the Zoo.
77.5% think they are located in convenient places.
45.2% think they have enough tables.
53.2% think they should have indoor dining space.
31.8% think the concessions are good.
52.0% think they are fair or poor.
68.4% used the food service.
37.7% used the amusement rides.
33.0% used the amusement rides during the week when only the carousel and train are operating.
13.0% rode the Zebra Zephyr on this visit.

Playground Information

69.6% think there should be a playground, but only:
38.3% used the present playground.

Picnic Information

84.3% think that there should be picnic facilities, but only:
21.5% used the present facilities.

what the zoo is for the visitor

Visitation Patterns

Most people do not visit the Zoo to see specific exhibits, they tour the Zoo generally (80%).

Q. Was your visit to.....

	N	%
tour the Zoo generally	316	80.2
visit selected animal exhibits	54	13.7
no answer	24	6.1

This question was also asked on Form B.

Combined Results (Forms B and C)

	N	%
tour the Zoo generally	872	87.0
visit selected animal exhibits	100	9.6
no answer	33	3.4

The Zoo visitors expressed a mixed interest in the Zoo as a recreational facility and as an educational resource.

Q. What was your principal reason for coming to the Zoo today (or for bringing your family or friends to the Zoo?

	N	%
a. recreation and entertainment	150	38.2
b. increase your knowledge about animals	17	4.3
c. educational interests	22	5.6
d. an opportunity to be "away from it all"	19	4.8
both a and b	22	5.6
both a and c	19	4.8
both a and d	54	13.7
both b and c	10	2.5
both c and d	3	.8
a, b and c	18	4.6
a, b and d	6	1.5
a, c and d	3	.8
all categories	30	7.6
none	9	2.3
work	7	1.8
free day	2	.5
bring child	2	.5

This question was also asked on Form B. The following are the combined figures.

Q. What was your principal reason for coming to the Zoo today?

	N	%
a. recreation and entertainment	290	28.8
b. increase your knowledge about animals	60	6.0
c. educational interests	28	2.8
d. an opportunity to be "away from it all"	61	6.0
both a and b	87	8.6
both a and c	22	2.1
both a and d	120	11.9
both b and c	21	2.1
both b and d	10	1.0
both c and d	4	.4
a, b and c	60	6.0
a, b and d	55	5.4
a, c and d	3	.3
b, c and d	4	.4
all categories	147	14.7
none	25	2.4
work	7	.7
free day	2	.2
bring child	2	.2

These figures show that 47% come for recreation or to get away. 50% come for educational interests.

Specific Interests

Visitors were asked to describe their specific interest at the Zoo. Their answers fit into eighteen response types. Interests that were expressed by only one visitor make up the miscellaneous category. The greatest interest was in specific animals or information on their behavior and place in the ecological system (45%).

Q. Briefly describe your specific interest at the Zoo.

	N	%
to see specific animals	60	21.7
relaxation and entertainment	27	9.7
educational reasons, increase knowledge about animals and conservation	20	7.2
watch animal behavior	19	6.9
bring children	19	6.9
general interest in the Zoo	13	4.7
seeing a natural setting for animals	12	4.3
to see the effect of man on the animal world	10	3.6
to visit the Children's Zoo	9	3.2
to enjoy the beautiful setting	8	2.9
photography	6	2.2
everything	6	2.2
amusement rides	4	1.4
school project	3	1.1
to see endangered species	3	1.1
to have contact with animals	3	1.1
like to visit all zoos	2	.7
miscellaneous	53	19.1

* Based on 277 responses. 119 (30%) did not answer.

Education

Several questions dealt directly with the role of zoos in the educational system. Some other questions touched indirectly on the Zoo's role in stimulating learning. There was a positive response to all questions involving the educational role at the Zoo.

Q. Would you like to be kept aware of the educational programs at the Zoo?

	N	%
Yes	295	75.0
No	63	16.1
No answer	35	8.9

(Two people who cast a negative vote indicated that they live out of town.)

Zoo/School Interaction

The interaction between schools and the Zoo was important to most Zoo visitors.

Q. Do you think there should be a closer relationship between schools and the Zoo?

	N	%
Yes	331	84.2
No	21	5.3
No answer	41	10.4

The high percentage of "no answer" may indicate little publicity about the present situation. Five people explained that they were unable to answer for that reason.

Q. Should the Zoo serve as an educational resource center to the schools, along with being a place for field trips?

	N	%
Yes	353	89.8
No	15	3.8
No answer	25	6.4

Summary

Generally, the educational questions were very well received. To summarize:

74.4% would like to be kept aware of educational programs at the Zoo.
83.5% would like to see a closer relationship between schools and the Zoo.
89.1% would like to see it serve as a resource center to the schools.

More indirect questions show that people would stay at each exhibit longer if they learned more about the animal's habits.

85.8% would spend more time in front of each exhibit if more information on the animal's habits was available.

Education was an important reason for visiting the Zoo for at least half of the visitors.

48.7% indicated some educational motivation for coming to the Zoo.

zoo survey summary

Visitor Profile

The average Zoo visitor:

- lives in the Bay Area (76%)
- travels to the Zoo by automobile (84%)
- is between 20 - 39 years of age (69%)
- is single or has a family with 0 - 2 children (73%)
- has an income of $10,000 or over (65%)
- is caucasian (78%)
- is college educated (57%)

Zoo Use

38% use the playground
70% think the Zoo should offer a children's playground
38% use the amusement rides
22% use the picnic area
84% think the Zoo should offer picnic facilities
72% think the playground and picnic area should be located near each other
13% rode the Zebra Zephyr
68% used the food service
78% think the concession facilities are located in convenient places
70% said their visit would be enhanced by a restaurant
28% have or bought a zoo key
81% want an area for close contact between humans and animals
57% would like some type of admission package
86% would spend more time at each exhibit if more information about the animals' habits was posted
57% would like to see a nocturnal house at the Zoo.
55% would like to see a reptile or amphibian house
46% would like to see a walk-through aviary
42% would like to see guided walking tours
40% would like a museum
80% tour the Zoo generally
83% find their way around the Zoo easily.
45% visit the Zoo several times a year
45% arrive in the late morning
60% spend 2 - 3 hours at the Zoo
40% leave in the mid-afternoon
42% learned about the Zoo through family or friends

Attitudes and Opinions

63% think the landscaping is good
44% think the playground is good
64% think the picnic facilities are fair to good
52% think the concessions are fair to poor
49% like all of the animal displays
45% like some, but not all of the animal displays
43% find the primates most educational and entertaining
39% find animals with active or amusing behavior most entertaining
47% find natural settings offer the most pleasant environments
67% like to see Asian animals more than others
64% like to see animals with clown-like behavior
68% are satisfied with the written and graphic information
73% are satisfied with the zoo key information
66% want more information on the animals' habits
54% find spoken descriptions (zoo key) most satisfactory
49% indicate some educational motivation for coming to the Zoo
74% want to be kept aware of educational programs at the Zoo
84% want to see a closer relationship between schools and the Zoo
89% want it to serve as a resource center to the schools

Some Additional Comments

The additional comments offer a good sample of the diversified interests of the visitors. Generally, the comments reflect a concern for the well-being of the zoo animals.

It would be better to have fewer exhibits and those larger. The monkey island is potentially very good. Could you put in a large, live tree or so? The Honolulu zoo has several small islands with 50 foot trees, gibbons and squirrel monkeys. Say, if big enough island, have most of the guenons, colobus, etc. together. Watching them in the trees would be more meaningful than sitting on slats, as they do now. If people only want to see what they look like, movies are much more effective. The whole point of a zoo is to give people a feeling for the animals; better to show normal ones than essentially schizoids (i.e the chimps - they are sick). A theatre with various animal flicks would be a neat thing, I think. I don't know if its been tried, the potential is great, I'd think.

The zoo ought to be free.

"Malden's Marionettes" in the Children's Zoo is a terrific idea. My two children and myself really enjoyed them. Also I enjoy the atmosphere of the zoo - but some of the exhibits (namely, the jaguar and other cats, the hippopotamus exhibit and the cat houses in the Children's Zoo) are not kept up well. But I understand that the facilities are old, and that's why the plan for a new zoo.

I do feel many more of the animal species could be co-mingled in larger area to resemble a kind of "safari situation". Of course certain types must be isolated, but I feel sad when such isolation is not in a family group.

I enjoyed the whole day very much, thank you. (11 responses of this nature)

I have always regreted the shoddy, manufactured look of the zoo and most of the exhibits. Please plan a zoo that will allow us to sense how the animals live, rather than where people can walk.

The cages were dirty and small and some of the animals were definitely sick.

Sure do wish animals had larger, more natural living area. I sometimes feel there shouldn't be zoo. The incredible boredom the animals must suffer. However, I feel children should have the opportunity to see these animals, for most of them probably won't be around for too much longer.

We come to the zoo very often and have seen many new and good exhibits. The elephant exhibit is fantastic. Keep up the good work.

I would like to see the cages of the animals made out of organic materials instead of concrete. It would be better for the animals and better to watch. Thank you.

I think the greatest amount of money possible should be dedicated to help the animals; the people who work at concessions and rides should not be as highly paid, with that money going to improve animal enclosures, etc. I think most people would also like to see the greatest amount of money put to use for the benefit of the animals, as they are the major elements of any zoo.

Many of the trash cans are a mess - rusty, broken down.

I didn't like the birds flying all over the tables of the cafe.

Get rid of some of the monkeys and birds. We shouldn't have to pay for so much stuff and it we have it make it cheaper because it adds up moneywise. Clean up the zoo. Make the food cheaper and better.

Build new facilities for the animals, larger, cleaner, more interesting.

I wish they had the rides open more.

Cleaner park and open area space similar to San Diego.

Storybook land should be cheaper. It's too much for kids. It should be free for kids. The zoo is too dirty. Food is too expensive. It's very educational about the animals, etc. Too many birds. Too many pigeons.

Wish we could control or stop unauthorized feeding. Let's keep new ideas coming.

(1) Most of your large animals need much more space, access to water, foilage, and more natural setting. (2) Cats appear totally unhappy and understimulated. (3)All the inhabitants of the zoo are physically very, very well cared for. (4) One peacock with damaged tail (feathers missing) via someone injuring the bird - if you expand zoo, may need to have a roving guard to prevent cruelty to animals. (5) Suggest if you redesign - make walking areas narrower - less cement, more grass, trees, etc. Some areas look like lett over parking lots. Other spots are beautifully designed and cared for. (6) You could easily double admission fee to $1.00 without hardship to visitors.

The zoo should have more places to eat, better animals on display.

Many exhibits weren't even identified by even family names, let alone species. Larger, more natural settings when possible to feel freer and less caged (example - San Diego Zoo). As much use of vegetation as possible. As free, open and natural as possible.

We are very concerned about the possibility of building an underground sewage treatment plant on zoo property. This would mean far too much construction and noise for both the animals and visitors. The fragrance of raw sewage would make a zoo visit an unforgetable experience. As natives of San Francisco we resent the proposal.

With a better funding system the animals could be cared for properly and it would be a joy to visit them as it is in San Diego Zoo. But here it makes one want to cry to see the poor animals in their lousy dirty cages that are mostly too small. I would rather city funds went to a proper zoo than those dumb trash cans for Market Street.

The operator of the Zebra Zephyr was very informative and well qualitied. We had a very pleasant visit at the zoo.

The zoo facilities should be modernized - 1)Rebuild the bathrooms and have attendants keep them clean and deoderized. Have working locks, seat covers, tissue, more sinks, soap and paper towels. 2)Tear down the ugly building near Sloat Boulevard entrance - or modernize it and make it useful. 3) Have a first-aid station properly equipped and staffed (centrally located).

Too many concrete slabs and walls everywhere. Couldn't there be at least vegetation to disguise them? It's too bleak and not imaginative. Most animals seem bored. Excavate for different perspectives - hills, gulleys, creeks.

Could there be more attendants in uniforms to better supervise the visiting public? Or, better inform them?

Would it be possible for the zoo to acquire the former "playland at the beach" area as an annex to the zoo? I think some of your animals would enjoy the area - such as seals, polar bears, sea lions, etc.

How about elephant and/or camel rides?

Please try to use all your available space as efficiently as you can. What about taking over the Fleischker Pool area?

I wouldn't mind paying more admission for more to see.

What ever happened to the seal show?

Larger and newer cages.

I have visited the Wild Animal Reserve operated by the San Diego Zoo and would like to see ideas from there incorporated in any new plans the San Francisco Zoo has. Divide the zoo areas into continental habitats. Relate these areas to a restaurant serving a menu of the continent. Have an ecology center building. Have an animal nursery with windows to the outside so baby cubs and monkeys can be viewed - as they do in San Diego. A visit by the architects and planners to the Wild Animal Reserve (not the zoo in Balboa Park) is strongly advised.

The essential thing is to take many of the animals out of their foul cages. First things first. When this is done then you can think of questionnaires.

San Francisco Zoo always appears grey and drab. The dens and runs looked

bleak and barren. Hope the new zoo has lots of trees and greenery. The biggest complaint I have is that the animals are left untended, with no zoo keepers in sight. This is cruel. On each visit I have seen the animals teased, fed junk, etc. and not been able to find any staff to help. Please employ more staff to guard the animals.

The Zephyr is completely unnecessary and obnoxious. If people don't have the interest necessary to discover the exhibits on their own then they don't need to be here. Wheel chairs should be available for people who find the walking difficult.

I like the idea of developing certain exhibits, such as family and social groups, and breeding groups to a large extent as opposed to merely exhibiting one or two of as many animals as possible. Please renovate the old cages and pit enclosures providing more variety of habitat for the animals. Earth floors whenever possible, perhaps more plants even if they must be potted and rotated to ease wear and flowering.

No snakes.

Zoo as is Ok - main problem is maintenance.

You definitely need more staff to watch the animals - several were teased and fed when they should not have been - but we couldn't find any staff to get help for the animals.

Have open slots (4" x 12") in fences to photograph animals.

How about usual farm animals? Maybe lots of people don't get to county fairs.

I would like to see the zoo specialize in fewer types of animals and put lots of effort and money into developing family groups in realistic environments (like Frankfurt Zoo). Thus, there would be less emphasis on getting one of every kind of animal.

I found it to be very clean and spacious.

Good, in general, though not exactly a large zoo (animals).

I think the animals should be more in touch with the environment. Very sad to see them surrounded by so much cement.

Would like to be able to purchase a very thorough, informative book on animals at this zoo at a reasonable price.

Get rid of all the fake surroundings and go back to their natural environment. Make zoo larger.

Put stuff to climb all over in the Children's Zoo.

Get on the backs of the city for extra funds. They get the money but they're too tight.

No continuity from one display area to another - too much backtracking.

I found that this zoo, as most, provided a means of entertainment, rather than education. My feelings are that a zoo is only an environement to further the relationship between man and nature - not to be a circus behind bars.

Liked the carousel and would like to see better cared for, i.e. paint kept up, properly supervised, etc.

For health's sake - I believe that the pigeons and seagulls add nothing to a zoo. Get rid of them.

I enjoyed visit to zoo - would have liked to purchase a kit lunch here so I could have stayed longer.

I have taken enough anthropology courses and understand the needs of animals better. I don't feel the zoo fills these needs - they need larger areas and in the case of the chimps - need more in the group.

The ape and gorilla displays, plus the Children's Zoo were most interesting.

Get rid of all things that take away from a natural flavor - stands. Cyclone fencing is very drab and depressing. Enlarge all cages. More trees in animal areas. I'm for the pay controlled feeder. If they're going to have concessions give

them a natural face lift.

See the displays having more for the animals to do and more information about them.

The big train is very dangerous for a young child. Although I didn't like Storybook Land, my boy misses it now that it is gone.

Be nice if they had more small animals.

Our schools are doing that job. You could take a pet baby - tiger, cubs or something around to schools - here and across the bay - Albany, Berkeley, Oakland, Richmond, Pinole, San Pablo and let the children see it. Pass out free literature for kids to take home, give to their parents, tell of "Free Zoo Day". This would make for good public relations. Thanks so much for the survey. I love the baby petting zoo. Please update these horrible drab bathrooms - light colors and animals on walls. Not so dark.

The feeding of animals is done to too much extent. Guards like the San Diego Zoo would help prevent this. The grounds should be kept cleaner. The San Diego Zoo should be used as a model.

Most children under seven years (that is "small" children) cannot see most exhibits as the hedges obstruct their view and parents have to lift them up to see the animal or bird.

I would like to see the San Francisco Zoo's standards be raised as to be comparable to the San Diego Zoo.

Miss the penguins.

I went to the San Diego Zoo and the animals looked happier. They were more free because the environment was more natural than here.

I would like to see more imaginative displays like the orang-utans have and much better labeling.

But the langur and baboon cages are criminally small. The baboon has obviously gone crazy due to the small size of its cage. The mandrill cage is also much too small. No animal should be kept in captivity unless it can be kept in a suitable, humane environment.

Keep the zoo for animals - more open grottos - less amusement garbage.

Zoo key too expensive. 50¢ is a good price. Not enough staff to guard the animals from jerks.

Most of the storybook boxes didn't work, as well as some of the cages and the lion house smelled.

When re-landscaping, should create more imaginative enclosures. The bears' pens were all right, but could be bigger. Certain animals in cages should be in open enclosures like the big cats. Is it possible to mix herd animals as they are in the wild? You could have wider expanses of grazing areas. No smoking in indoor exhibits (lion house especially).

I would enjoy a reptile house. If you have one it was very hard to find and our family could not.

Raise the quality of the food not just the prices. And more patrols to protect the animals from the peopie. Trim the bushes and provide small steps for the younger visitors.

Do you have a reptile exhibit. If so, where?

Many young children cannot see over the hedges and lose interest because of it.

I've been coming here for 25 years. And I've been seeing the same thing.

The zoo could definitely be improved as far as the animal facilities go. That's the main point with restaurants and rides as flowery additions. More room and more plants.

I didn't care to see the animals mentioned in Question #2 in cement exhibits. Their asses didn't look like they enjoyed it either. They just look too miserable.

Cleanliness is the main problem, mostly around the food areas, and restrooms. Plus the big crime of no guards and kids teasing animals and feeding in no feeding areas.

I have been coming here for the last 13 years and have seen the same thing. The animals get no attention (that I have seen) no love or exercise nothing of the sort.

Whatever you do to our zoo, please be lighthanded. It's a beautiful place to be now and I would hate to see it spoiled and turned into a disaster like Griffith Park Zoo. We love our zoo just like it is.

Kind of sad about some of the larger animals - looked diseased and fat.

I hope they are well fed and taken care well. I would suggest for the benefit of the visitors to group one kind of animal in one section, easier to see them all for shorter time.

Shouldn't charge to go in children's zoo - the only place I could pet some animals.

Being a native San Franciscan of 30 years, I have visited the zoo quite frequently. I have always been saddened by the barren lion, bear, elephant enclosures. It would be more of a pleasure to see these animals in more natural enclosures (to their place of origin).

I would like more nights like the May Open House so I could see the animals up close more than once a year.

I am much more interested in a better animal environment than people environment. The animals are captive here.

The more realistic habitats you can arrange, the more I'll like the zoo. The gorillas seem to be doing fine, but their enclosure certainly seems barren.

I would like to see more animal exhibit areas.

Too much confined area, i.e. lion cage, llama, rhino. Be a little more progressive like Washington D.C. where the animals have large fields - none of this cement stuff.

It seems some parts are very good. Animal exhibits need more attention and other features less.

Don't cage up the animals. Give them more naturally open space.

More free educational programs.

It would be nice to be able to see the baby monkeys when they are in their houses, where the individual cages are.

Some of the cage environments are depressing. For instance, bare chain link fences, or big cats pacing in tiny cages. This negates some of the better cages.

You Americans are really funny. Even in such a place as the zoo, where you're supposed to see nature and be with it, you have things like this "Zebra Zephyr" business. It's not Disneyland here. God bless you, your lazy - always looking for comfort - people. Anyhow, I enjoyed my visit. Toda raba.

Were a lot of different kinds which were good for adults and children. But animals looked restless.

Would appreciate seeing some sort of educational program that would inform people of danger of feeding animals popcorn, etc. Also would enjoy a semi-formal lecture on some aspect of animal ecology.

I think the opinions of the keepers and volunteers should be solicited in detail for improving the zoo. They would know best. The public's opinion is good for additional comments, possibly also because they are not always here and therefore are observant of details.

Put up signs to show where all the different animals are. Needs animal shows to entertain people.

Knowledge of times docent tours take place should be posted at zoo entrance in a prominent fashion.

Better landscape of exhibits - too plain. Some display looked quite dirty.

Some animals (cats) cage too small.

Couldn't find any of the alligators, snakes, and reptiles.

Generally good zoo but I would like to see more earth and greenery in the cages, rather than concrete.

You don't have as many animals as you used to. Zoo is clean and cages kept cleaned. Why don't other zoos keep gorilla family together - this was very educational.

My kids like zoos but I prefer animals in their natural habitats.

Using imagination this zoo could provide much - safari type scene - atmosphere. Interesting, fast-moving educational films. Playland - cyclic carnivals.

Free Day is great. We have small children and it works best for us to come often for short visits and appreciate free Tuesdays. The usual fee is so nominal that it doesn't deter our short visits.

In some cases you have placed the fence away from the road and over some dirt. The tendancy is to go right up to the fence, but it wasn't clear if it was o.k.

Shows or trained seal acts would be a hit. We had a hard time finding two seats with safety straps on the merry-go-round.

Enjoyed very much. I saw many improvements since I last visited.

It would be nice to have a better budget to keep zoo up to par.

Not enough variety in the animals of a certain kind; not enough different apes; and no penguins.

For kids under two have a diaper changing area. Have a special area to show animal movies for kids.

Needs more animals and description - larger cages.

Each visit to the zoo is for me an enjoyment and relaxation. Therefore I like to come to the zoo usually on weekends.

What about the moat by the aviary? The storybook exhibits are run down. The zoo is a fun place to go. Bring back elephant train and penguin show.

I really like this zoo because it is still not too "touristy" and phoney looking (like the San Diego Zoo in some ways) and because it is still small. But some of the cages are too small and the buildings need to be painted. I like the grounds very much (all the trees) and the Children's Zoo also.

Should try a wild life retreat - with animals in environments similar to their native environments.

I think they should have a junior volunteer service.

More safety features suggested, i.e. swan pond too easy for child to fall in, though nice without fence, safety precautions should be taken.

I would like to see more moat-type enclosures for the cats and larger grassy areas for grazing animals. The animals should have the ability to remove himself from the public eye in a natural habitat.

Entrances and exits are too small for a double stroller. Especially Children's Zoo.

We always enjoy the zoo - it's different every visit and it's like seeing for the first time each time.

The new Zebra Zephyr is an improvement over the old "Elephant Trains" but colors throughout could be softer and more compatible with the outdoor atmosphere. The trash containers should surely be better maintained as should the rest of the zoo.

A former attendance at the zoo was to give our children a delightful experience as well as some first-hand knowledge of how the exotic animals look. A subsequent visit a few years ago was disappointing, in finding much fewer animals in residence.

I like but I don't see how the zoo can be kept up on the small or nonexistent

admission fee.

We were very disappointed to enter the Children's Zoo and not able to locate the storybook land. There were a lot of people that were very disgusted with the whole situation.

"Free Day" idea is great idea. Special direct zoo bus from downtown. Improve entrance.

Believe it or not, I decided to take a class in zoology due to this visit today.

Have vocal descriptions of animals available to everyone for free, without a key.

Great Children's Zoo. Kids were very interested and amused.

More free days, so you can come a lot to visit certain things instead of feeling obligated to get your money's worth.

It's an okay zoo. But needs more variety of animals and new landscaping.

Landscaping has never looked better. Renovations, similar to those done for elephants, should be done for lions.

Animals should be protected from junk food for their sakes please put up some sort of barriers.

Didn't have any orang-utans and no alligators.

It's readily apparent that pitifully little city money is spent on improving the condition of the animals. It's obvious that the zoo staff does the best it can with funds available, but for a long established zoo in an internationally known city to still be maintaining many of its animals in current fashion is really disgraceful.

More animals, more animal space and more natural habitat. Put the people on the rock and the animals on the grass.

I think there should be more signs directing you to the certain animals. Also, enclosed eating areas. Repaint the trolley and train.

A more natural landscaping would be more realistic when landscaping the natural habitat of animals like animals safari.

More public participation desireable - friends of the zoo - who are they and how to join.

Perhaps a lecture tour, movies.

Needs better orang-utans. Needs gazelles - especially spring boks. Needs mandarins. Needs wild horses. Needs more varieties of zebras.

Overall good although more exhibits needed.

Fill in empty places with more animals, let people get closer to them.

Thought it rather good - wish more was open.

Keep it up, keep it clean, etc.

I think the zoo has improved tremendously over past years but still feel upset at some of conditions for animals - small cages.

Restaurant would be nice, but is a double edged sword. It also would act as a deterent to both natural environment of zoo and add in additional population.

I have visited the zoo many years ago and feel it has degenerated quite a bit.

If I were an animal in a zoo, I'd want to be here.

Very fun, Train too short. Need more picnic tables.

You should allow people to feed the animals that there isn't a danger of contaminating and provide relatively cheap food when possible.

In general cages for lions, tiger, etc., far too inadequate for animals of that nature. Would like to see larger cages.

Keep the restrooms open till closing time. Keep bird house open.

Jaguars and mountain lions (all cats in that section) cages are awfully small.

Wish you had "runs" for the cats - they seem so constricted in their movement.

Any money changing landscaping of the zoo that was not directly related to better observation of the animals would be a gross waste of taxpayers money. (First would come health, food and well-being of animals.)

Should hove more animals that is nearly extinct. Also more guides.

Too many bees. (2 responses)

I especially liked the Gentle Jungle Theater at Children's Zoo - very entertaining.

It's hard to "get away from it all" in a crowd.

Most cages seemed too small for the animals especially giraffs and other hoofed animals.

How about better facilities for the big birds? Apes need more variety. Poor bears.

At entrance of zoo, since no base base is allowed, how about BBQ pits and tables. And more chairs please, its very tiring for old or expectant mothers. Toilet near monkey island and back entrance.

More benches around the gibbons (in front) of exhibits. Easy access to toilet facilities for kids. Feeding of permissible foods at specified times should make it more fun to the children.

Have visitors examined courteously for hard liquor. Some enter and drink on lawns.

I really think the zoo is not creatively designed - too little continuity in lay-out, too borren and small for the animals in most cases. Not enough information on animals habits, etc.

For a city the size of San Francisco, I would expect an outstanding zoo. Long range planning should be inaugurated to develop an additional high mark to the visitors'(and residents) tour of so many fine places in San Froncisco.

I think more attention should be given to making the whole zoo environment more pleasant. This would include landscaping, building and exhibit design, furniture (benches, signs, litter baskets, etc.)

The zoo has really gone down in the past couple of years. It is very unimaginative and colorless. Good luck in remodeling - it needs it.

Would like supervised play for children - where one could leave them alone for a while.

Please improve conditions for the animals. So many of them look uncared for.

I think you should improve everything. Make it more fun then you could charge more and have people do the rides and stuff free.

Cotton candy was good, but the bees were bothersome.

All persons working at the zoo regardless of whether they are salaried, volunteers, unionized, docents, society members, or others in the established system, should be required to wear similar identifying jackets or arm bands (etc.) to identify them as persons interested in the zoo to the public who visit. These identifiable persons could then aid in preventing vandalism to the zoo, abuse to birds and animals, provide helpful information, etc. - the "rent-a-cop" system presently in farce is completely wasteful and inadequate.

Where were all the lions. Not enough of the cat family.

I feel more space could be utilized for the cages, etc. Also more foliage in animal pits with perhaps fish for thos who feed on them. The larger animals have little or no resemblance to those in the wild.

A BEAR'S GROTTO

Introduction

Children's opinions are rarely polled because it is difficult to design a scientifically sound survey geared to their varied levels of cognitive and intellectual development. The results of this children's survey cannot be charted and graphed statistically, but their responses overwhelmingly show their compassion, imagination, creativity and their desire to learn.

The children's survey consisted of interviews and classroom projects. These survey methods were chosen to allow more freedom of expression for children's ideas and more flexibility in polling children of different levels of communication ability. Informal interviews were conducted at the zoo between September 30 and October 12. Children between the ages of 4 - 14 were asked what they liked about the zoo and what changes and additional facilities they would like to see. Their responses were taped.

Another group of children supplied ideas through school projects. More than 100 6th - 8th grade students from Belmont, California visited the zoo and contributed their opinions and ideas about what a zoo should be. These children were all members of the Belmont School District's More Able Learners Program. Prior to visiting the zoo, the students were presented with ideas on zoo exhibit design, zoo philosophy, and zoo management. They were then given guided tours through the zoo. The students were asked to apply their perceptions and ideas to several suggested projects. All projects were done voluntarily because the participants were not graded by the school. At least two-thirds of the students who visited the zoo completed projects.

children's survey

Informal Interviews

Informal, impromptu interviews were conducted at the zoo on three weekdays and three week-ends (September 30 to October 12). Approximately 60 children were polled randomly, usually in groups of 2 - 5 children. They were asked for their opinion of the existing zoo and for their ideas for future changes. Most of the interviews consisted of the children supplying only "yes" or "no" responses to the questions. Often, only the older children in the groups participated actively.

The children were all asked to name their favorite animal. The animals most commonly named were the monkeys, elephants, birds and squirrels. Most children said they liked the monkeys and elephants because they are funny. The birds and the squirrels were popular because there are no barriers between them and the children. The children were then asked if they liked seeing animals best in cages or in fields. Most of them said they liked them best in fields, primarily because they looked free. One ten year old girl said you can see more of them in fields, and a nine year old boy said "I like them out in fields; they look better out there". Some children assumed that animals and humans would be together in the fields because they stipulated that the animals should be trained, or that it would be fun to pet the animals.

Several questions with an educational orientation were asked and were accepted positively by the children. Less than one-half of them had ever come out to the zoo with their schools, but they all said the zoo is a place to learn. Most of those who had come out with their school said they learned more that way. Almost all of them said they read the written plaques, but they were not very enthusiastic about it. Very few children had zoo keys, but most of them liked the recorded messages when they heard them. The children were asked if they would like to be able to buy or check out books at the zoo, and almost all said yes. The addition of an information center and a nocturnal house were encouraged by the children. The information center was described as a place to find out more information about animals. This idea was received enthusiastically by the children. This question lead a brother and sister to relate a pleasant experience:

Boy (7) "Once we went to this place and there was a giraffe and you could go upstairs, and you could see the rest of its head, and you could pet it and all that."

Girl (9) "I wish there was a place where, in Happy Hollow there's a place where you can play buttons and kind of like tic-tac-toes with animals."

Boy "Yes, you push a button and there's different information about it."

Interviewer "Was that fun?"

Both "Yeah."

Boy "There's a picture of a

deer and you push a button and it runs. On the bottom of it there's a button, there's black spaces and when you push a button then there's light up and then you can see all the animals."

Girl "At school we study animals and we do reports. One time I was doing the whooping crane and I couldn't get much information."

This dialogue shows that children like to learn from many sources at the zoo. The girl's final statement illuminates the possible research function for students of all ages.

Some of the children's responses show that their lack of contact with certain animals leads to a negative response to certain exhibits. Some children were asked if they would like to see buzzards, vultures, bats, mice, etc. at the zoo. Boys usually said yes immediately, but girls often held back and said no. They reconsidered when they found out that they would be in cages:

Inter-viewer "Do you like animals like vultures and bats?"
Boy & Girl #1 "Yeah."
Girl #2 "No."
Girl #3 "No way, they would bite."
Inter-viewer "They would be in cages; they won't bite."
Girl #3 "Then it would be okay - in a glass one."

Summary of Informal Interviews

These interviews show that children:

- like active, clownlike animals
- like close contact with tame animals
- would rather see animals in open spaces
- want to learn at the zoo
- would use additional educational facilities

Results of a Special Report

Another group of children participated in the visitor's survey in conjunction with a school project. The children were 6th - 8th graders, enrolled in the Belmont School District's More Able Learners Program. They were prepared to evaluate the existing zoo facilities and offer suggestions for changes. Before their visit the children read several articles on zoos and were supplied with a list of questions to think about as they toured the zoo. When they returned to school they answered some of these questions and worked on projects to redesign the entire Zoo or redesign specific exhibits.

Question: Should a zoo be a place to go and play? Why?

Of the 31 responses, 18 said that the zoo should only be a place to learn. Most children expressed eagerness to learn more about animals, conservation and animal

behavior. They felt the zoo could help them in their school work and in their lives. Several students objected to the amusement rides and the playground atmosphere at the entrance of the zoo because it detracts from the educational atmosphere. 13 other students said the zoo should be a place to learn and play. Several indicated that learning about animals is fun. Others thought it was good to combine learning and play. All of the students saw some educational value in the zoo.

Question: Should there be a closer relationship between zoos and your school? Why?

All of the respondents said there should be a closer relationship. Most explained that this would increase their knowledge about animals. Others thought it would help them appreciate and conserve wild life. Generally, children thought that the zoo is a good source for additional learning, especially about animals.

Question: Should visitors be able to feed the animals at the Zoo? Why?

Responses to this question varied, but they generally reflected a concern for the animals' welfare. More than half of the students said people should not be able to feed the animals. The primary reason for this prohibition was the animals' welfare. Only a few students were concerned with visitor safety. Several students were ambivalent about this question. They recognized that feeding would be fun for humans, but dangerous for the animals. Most of the "yes" responses included stipulations for proper food and feeding conditions.

Question: Would you like to see more North American animals at the Zoo? Why?

Various reasons were given for an interest in North American animals. Two-thirds of the students wanted to see more animals from this continent. Several were interested in our native animals. Others thought it would be easier to display North American animals in their natural environment. Some students merely wanted to see as many animals as possible. Most of those vetoing North American animals said they could see them anytime. One girl suggested, "I don't think the zoo needs more North American animals. Instead, perhaps the San Francisco Zoo would consider taking their now cramped North American animals and giving them nicer living areas."

Question: What do you think is more educational - seeing how large families of animals behave together or seeing one or two examples of many varieties of animals? Why?

The educational value of large families interested most of the children. They were curious about animal interaction and group behavior. The natural quality that such groupings yield was also desired. The few who wanted one or two of many varieties were

interested only in seeing many animals.

Question: How would you design an exhibit to give the animals maximum room and freedom, but also make them pleasantly visible to visitors?

Prior to visiting the zoo the students read several articles on good exhibit technique. The students' ideas reflect the ideas in these articles and also the exhibit designs they liked at the zoo. Most students suggested alloting large spaces to the animals with moats, sunken fences and shrubs as barriers. To facilitate viewing, several plans included elevated viewing areas, either in the form of bridges, or sunken exhibit areas. One boy recommended a protected transportation system that would travel through the exhibits.

Question: What kinds of animals should be included in zoos? Why?

Responses to this question varied widely. One-third specified a variety of animals, from mice to elephants. Several other said the zoo should contain rare animals, or those on the verge of extinction. Other students named specific animals they wanted to see. One girl wanted to see only those animals that could acclimate comfortably.

Question: What kinds of animals should NOT be included in zoos? Why?

There was little agreement on which animals should not be included in zoos. Some said dangerous animals; others said those we cannot learn from. Several students thought all animals should be included, and some said those that would not suffer from captivity.

Question: What is important that you would like to know about any particular animal while you are at the zoo?

Information on animal behavior was the most important information. The students were also interested in the animals' diet and natural habitat. Several others were interested in the predator/prey relationship of the animals and their survival statistics in the wild.

Question: How can the basic needs of animals better be met while they are captive?

Most students indicated that an animals' needs are best met by supplying a natural environment, a natural diet and room to exercise. Others suggested watching the animals' health.

Question: How are plants important in a zoo?

Most students agreed that plants are an important means of achieving a natural and realistic environment. They also saw plants as an important source of food. Several respondents were primarily concerned with the oxygen producing characteristics of plants.

Question: What kinds of research should be done at zoos? Why?

Most respondents recommended various types of research on: animal behavior, diet, habitat, and disease. Several students suggested researching ways to improve zoos.

Question: What other kinds of programs should be carried on at or by zoos? Why?

Students suggested several additional programs that would enhance the zoo. Most of these involved classes such as classes on animal research and behavior, endangered species, animal care, photography and painting. Others encouraged more newspaper and television publicity. Others would like to see animal films and animal shows.

The responses to these questions reflect the primary concerns of the students. They are:

- promoting an educational orientation at the zoo
- providing a humane living space for the animals
- developing a natural environment throughout the zoo
- keeping the animals' mental and physical well-being foremost in design considerations

Important Changes at the Zoo

The students were asked to list the three most important changes needed at the zoo. The changes that were most frequently suggested fell into five broad categories. These are: animal comfort, naturalness of exhibit, additional facilities, exhibit alterations, land use and exhibit design. Most of the students not only criticized the existing zoo they also suggested changes that would improve specific exhibits, facilities or the entire zoo.

Animal Comfort

Many students suggested enlarging the animal cages. They recommended using any excess land for exhibits, eliminating small, bleak cages and possibly removing some animals to make room for others. The small cat enclosures were frequently used as examples of inadequate enclosures. Several people noted that they do not have room to properly exercise. Other students suggested enlarging the exhibit space for primates and birds.

Naturalness of Exhibit

Many children felt that the animals would be more comfortable if they were in a more natural environment, climatic as well as physical environment. A more natural environment could be achieved by adding trees to the primates' cages, more water for the hippos and dirt or grass floors for all animals. Also, students thought animals should be fed as naturally as possible.

A common criticism of the zoo was the sterility of many exhibits. Suggested remedies included surrounding the animals with their indigenous flora or giving them a space with grass, trees and water (either a pond or a stream). Others suggested a more natural environment for the marine mammals rather than their present aqua blue painted environment. Other suggestions were to hide fences and humans with bushes. Several students commented that the exhibits would look more natural if animals were in family groups or if several species mixed within an exhibit.

Additional Features

The students suggested many additions to enhance the zoo. Some ideas were:

- supply each visitor with a detailed visitor map which also includes information about each animal
- add an aquarium to the zoo with underwater viewing
- station zoo personnel in each area to answer questions and check for vandalism
- create more interesting and detailed graphic and written information
- have pay binoculars at each exhibit
- place proper animal food in machines for controlled animal feeling
- design a walk-through aviary

Exhibit Alternatives

Several ideas were presented for improved exhibits. Some were immediate recommendations such as, keeping the cages cleaner, filling empty cages, pruning trees so that vision is not impaired, hiding fences with shrubs. Other suggestions involved more elaborate changes. These were: slant the walls to make cages look bigger, place a one way mirror in front of exhibits so visitors can have close up views without scaring the animals, design exhibits for viewing on all sides, camouflage buildings with vegetation. Most of these changes benefit the visitor by making viewing easier and more pleasant, but the changes should not be done at the sake of the animals' comfort.

Land Use

Suggestions for alternate land use involved creating a more park-like atmosphere throughout the zoo and a more zoo like atmosphere at the entrance. One common suggestion was to eliminate the rides at the entrance and use that land either for exhibits or for an information center. Several students recommended relocating the concession and picnic area to the back of the zoo. The primary complaint about the entrance was that it does not look like a zoo. Some thought this could be remedied with animal graphics or small animal displays.

A common suggestion for overall land use was to give the zoo a more park-like image with large open areas holding mixed species groupings or large family groupings. One suggestion was to develop a "Primate City". The students' interest in natural settings, openness and humane housing also influenced their land use planning.

Exhibit Design

Students also had the option to make an artist's design of one exhibit. The students approached this question from various perspectives. Some altered already existing cages to make them more pleasant. Others designed spacious areas for animals. Many designs also included improved viewing areas for visitors, technological additions for animals and visitor pleasure, and alternative animal grouping schemes.

Those who chose to remodel existing cages added trees, dirt, grass and caves to square cages. Some students also suggested painting trees and sky on the walls of these cages. The welfare of the small cats concerned many of the students. One girl suggested keeping them in small cages connected to a large exercise room in which each cat can run for several hours per day. These students did not propose drastic changes in the exhibits but they did want the animals to live in a more pleasant environment.

The students who designed new exhibits did so with the animals' comfort and happiness in mind. Designs were drawn for all types of animals exhibits. They all involved a natural setting, some using California indigenous planting and others re-created the animal's natural habitat. Their exhibits contained: grass and dirt flooring; trees for shade, food, clawing or natural appearance; and bodies of water, either running streams or ponds. Designs also included hills for climbing, and caves for sleeping. A more natural environment was also created for the marine mammals in an effort to alter their artificial surroundings. They were given a rocky island and natural swimming area. Several students used a natural setting to group various animals more efficiently. For example, an 8th grade girl designed a North American Forest Exhibit which included oak and pine trees, grass and a river (using recycled water). The animals sharing this exhibit were

deer, rabbits, squirrels and river otters.

Most designs used natural barriers rather than fences and often the barrier doubled as an elevated viewing area for visitors. A common enclosure was made of a row of bushes, a deep ditch (often filled with water) and a cliff which served as an elevated viewing area. Many made use of water as a barrier.

The exhibit designs showed a variety of creative viewing areas. Many children designed elevated areas such as those doubling as barriers. Others recommended bridges over the exhibits. Hidden viewing spots, or one way glass was recommended for viewing up close. Several students designed underwater or underground viewing areas for fish, marine mammals, beavers and burrowing animals.

Generally, the exhibit designs emphasized animal comfort; housing the animals in spacious areas. The children overcame viewing problems by designing unique viewing areas, supplying binoculars to see animals at a distance and making barriers serve a double function. The underwater/underground viewing areas were an example of the children's curiosity and interest in animal behavior. The comfort of the animals was never jeopardized for the benefit of visitors. Many of the exhibit designs showed considerable design sophistication in which the students worked out many of the problems facing an exhibit designer.

Land Use Plan

The fourth project suggestion was to design a zoo land-use map, reorganizing the exhibits and other facilities within the existing zoo boundaries. Most students used a map of the existing zoo as a guide for both the zoo boundaries and animal grouping schemes. The basic change in all of the plans was to increase animal exhibit space.

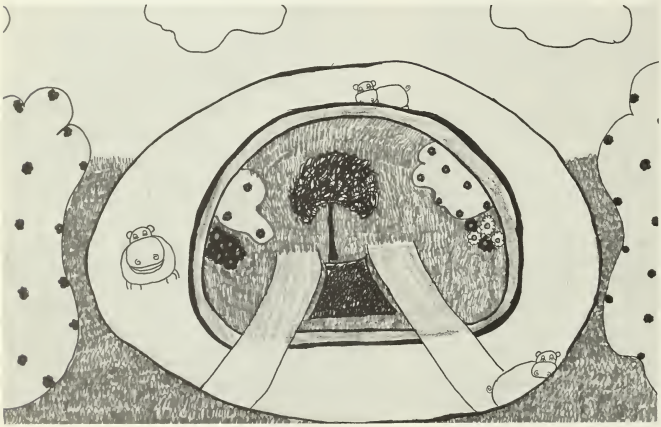
In most cases, the animals were all given large areas similar to the existing African area. Most children followed the existing animal grouping pattern by exhibiting animals primarily by type, except for an African and Asian area and a children's zoo. Almost all retained a separate monkey island. One interesting departure from this plan was one boy's division by continents. Within each continent he divided the animals into vegetarian and animals of prey areas. He also included a large body of salt water and one of fresh, complete with an underwater viewing tunnel.

All of the plans allocated unused land to exhibit space. Many of them took land out of the playground, amusement and children's zoo area and relegated it to exhibits. Most of the plans either relocated the rides and playground to the back of the zoo, or eliminated them completely. Although the plans were exhibit oriented, most of the students carefully distributed restrooms and food stands throughout the zoo, often making room for an information center and a nocturnal house.

Traffic flow patterns and tour routes were also marked out.

These school projects showed an active interest in improving the zoo. The students did not merely criticize the existing zoo, but offered many viable plans and suggestions for an improved zoo. Their ideas show an interest in improving the zoo for the animals' welfare and for expanding the educational opportunities at the zoo for visitors.

The children surveyed expressed a keen interest in designing a humane, beautiful and educational zoo facility. The results of the children's survey corresponded to the results of the adult's survey. All visitors were interested in the animals well-being and in increasing the educational nature of the zoo. Although children expressed opinions shared by adults, a separate children's survey was important. Children's opinions are rarely polled, even though they account for about one-half of all zoo visitors. More importantly though, children supply fresh, uninhibited ideas, stimulating to the zoo designer. The results of the combined adult and children's survey show a compassionate, concerned and intelligent visitor population at the San Francisco Zoo.



FOOTNOTES:

1. U. S. Department of Commerce. General Population Characteristics, California. 1970 Census of Population, 1971.

2. Opinion Survey and Attendance Tally, San Francisco Gardens; prepared by J.D. Searles Co. 1964-65.

3. Survey Prepared for the San Francisco Zoological Society 1974; White, Timothy.

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